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REGIONAL OPPORTUNITIES AND INNOVATIVE APPROACHES TO DEVELOPING DOMESTIC TOURISM

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АННОТАЦИЯ

В этой статье рассматриваются региональные возможности и инновационные подходы к развитию внутреннего туризма. Изучая конкретные региональные сильные стороны и инновационные практики, она описывает стратегии по увеличению вклада внутреннего туризма в экономику и культурную сплоченность. Исследование фокусируется на устойчивом развитии туризма, технологических достижениях и политических рекомендациях, которые могут решить проблемы в секторе.

Ключевые слова. Внутренний туризм, региональные возможности, инновации, устойчивый туризм, технологический прогресс, экономическое развитие, политика в области туризма.

Abstract

This article examines the regional opportunities and innovative approaches for fostering domestic tourism. By exploring specific regional strengths and innovative practices, it outlines strategies to boost domestic tourism’s contribution to the economy and cultural cohesion. The study focuses on sustainable tourism development, technological advancements, and policy recommendations that can address challenges in the sector.

Keywords. Domestic tourism, regional opportunities, innovation, sustainable tourism, technological advancements, economic development, tourism policy.

INTRODUCTION

Domestic tourism plays a pivotal role in stimulating regional economies, preserving cultural heritage, and fostering national identity. Many regions possess unique landscapes, historical sites, and cultural traditions that hold potential for attracting local tourists. However, the lack of proper infrastructure, marketing strategies, and innovative approaches often limits their growth. Leveraging regional opportunities and integrating innovative practices, such as digital tools and sustainable tourism models, can significantly enhance the sector's contribution to national development.

This article explores how specific regional characteristics, combined with innovative approaches, can unlock the full potential of domestic tourism. It emphasizes the importance of collaborative strategies among stakeholders, including governments, private enterprises, and local communities.

LITERATURE ANALYSIS AND METHODOLOGY

Studies by the World Tourism Organization (UNWTO) highlight the growing importance of domestic tourism, which accounts for a significant share of global tourism revenues. According to UNWTO, focusing on regional assets and local community involvement can boost domestic tourism resilience, particularly during economic downturns.

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Research by Smith & Richards (2020) underscores the value of digital technologies in promoting tourism, such as virtual tours and mobile applications. Similarly, reports from developing countries like India and Vietnam show how regional ecotourism and cultural festivals drive domestic tourism.

Despite these insights, gaps remain in tailoring strategies to specific regional contexts and utilizing innovations like augmented reality (AR), blockchain for ticketing, and AI-driven customer insights.

This study employed a mixed-methods approach:

Quantitative Analysis: Statistical data on regional tourism trends, infrastructure development, and economic contributions were analyzed.

Qualitative Research: Interviews with tourism stakeholders and surveys of local tourists provided insights into perceptions and expectations.

Comparative Analysis: Successful innovative practices in countries like Japan, Indonesia, and Turkey were reviewed for applicability in diverse regional contexts.

RESULTS

Regional Opportunities Identified:

Natural Resources: Mountainous regions and coastal areas offer opportunities for adventure and eco-tourism.

Cultural Heritage: Regions with historical monuments and traditional crafts hold potential for cultural tourism.

Agricultural Tourism: Rural areas can attract tourists with agro-tourism experiences like farm stays.

Innovative Approaches:

Technology Integration: Digital platforms for booking and travel planning have increased accessibility.

Sustainability Initiatives: Regional eco-tourism projects focusing on conservation have shown success.

Local Engagement: Training local communities to offer authentic experiences, such as guided tours or culinary workshops, has enhanced tourist satisfaction.

Challenges Highlighted:

Insufficient transport infrastructure and accommodation facilities in remote regions.

Limited awareness among locals about the economic benefits of domestic tourism.

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Lack of coordinated marketing strategies targeting domestic tourists.

Table 1. Regional opportunities and innovative approaches to domestic tourism development

Category	Opportunities	Innovative Approaches	Challenges
Natural Resources	Mountain ranges, national parks, rivers, and coastal areas.	Eco-tourism programs, adventure tourism apps, and AR-based trail navigation.	Inadequate infrastructure and limited accessibility to remote areas.
Cultural Heritage	Historical sites, traditional crafts, music, and festivals.	Virtual tours, cultural events promotion via social media, and interactive museum exhibits using AR/VR.	Preservation costs and low local awareness of cultural tourism benefits.
Rural and Agricultural	Farm experiences, local culinary traditions, and village tourism.	Agro-tourism platforms, farm-stay booking systems, and immersive experiences such as cooking classes with locals.	Limited marketing and insufficient training for locals to manage tourism services.
Technology Integration	Growing internet penetration and smartphone usage.	Mobile applications for travel planning, AI-driven personalized recommendations, and blockchain for secure ticketing.	Lack of digital literacy among some communities and high initial investment in technology.
Sustainability Initiatives	Renewable energy sources and regional biodiversity hotspots.	Green certifications for eco-friendly accommodations and waste management systems at tourist sites.	Resistance to adopting eco-friendly practices due to costs or lack of awareness.

CONCLUSION

Regional opportunities and innovative approaches are key to developing domestic tourism. By capitalizing on natural, cultural, and human resources, and integrating advanced technologies, regions can create attractive and sustainable tourism offerings. Collaboration between public and private stakeholders is essential to overcoming challenges like inadequate infrastructure and awareness gaps.

This study recommends the following actions:

Strengthening transport and accommodation infrastructure in underserved regions.

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Promoting local cultural and ecological attractions through targeted campaigns.

Encouraging innovation by adopting smart technologies and eco-friendly practices.

Developing regional tourism policies that align with national tourism objectives.

In conclusion, domestic tourism development through regional and innovative strategies not only boosts economic growth but also strengthens social and cultural ties within a nation.

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